The **iSqFt Digital Marketing Manager** is responsible for assisting in the development and implementation of marketing and brand strategies to support the company’s marketing and sales goals.

The Marketing Manager will be responsible for achieving results through the development and execution of marketing plans (online and offline), creating marketing materials, and managing resources. This key Marketing team member will manage the marketing mix to meet sales and budget requirements. This role supports the customer segment Marketing and Sales teams by executing marketing plans to achieve specific product or customer objectives and business plans.

This Marketing team member also manages the iSqFt brand development efforts and is a key brand steward within the company.

**Essential Duties & Responsibilities:**

**Online Marketing**
- Implement online marketing campaigns to drive new leads and trials, including email marketing, newsletters, SEM (paid search), social media, mobile.
- Manage current and new email marketing programs, with emphasis on testing to optimize the effectiveness of campaigns.
- Execute day-to-day management of SEM campaigns, pushing to drive new leads at an effective cost.
- Manage updates to corporate website to increase overall website effectiveness and SEO.
- Review, analyze, and interpret data; provide actionable recommendations to improve online marketing performance.
- Analyze campaigns, web metric trends and provide fast, accurate reports to improve and/or add functionality in order to gain the best ROI for the organization.

**Marketing Plan Implementation**
- Participate with VP of Product Management to develop marketing and brand strategies to support organizational objectives. Knowledge of and ability to apply marketing strategies to marketing tactics is critical in this position.
- Contribute to the development and execution of marketing campaigns to drive awareness, increase sales, and create loyalty. Provide leadership and direction in the implementation of marketing plans, including direct response, marketing events, promotions, and advertisements. Develop, create, and manage timelines and project workload for initiatives.
- Work collaboratively with Marketing and Sales teams to identify and support marketing plans and tactics to achieve prospect trial and sales objectives. Provide subject matter expertise on appropriate marketing mix and vehicles to achieve objectives, while exploring new mediums. Research, recommend and develop new marketing ideas.
- Oversee the creation of marketing materials, including brochures, collateral, sales tools, presentations, case studies, white papers, email. Work with Marketing and Sales teams to develop sales tools, including presentations and sell sheets.
- Conceptualize and execute marketing creative. Immerse in all aspects of the creative process; including conceptualizing how and when to use marketing materials and capture the target audience, and brainstorming and working with internal resources to execute new marketing ideas. Partner and interact with vendors to supply materials supporting marketing concepts.
- Manage marketing processes, staff, and vendors to ensure timely delivery of outcomes. Manage and forecast assigned marketing budget.
- Track, monitor, and evaluate results for specific marketing programs and campaigns, to determine ROI and support the development and refinement of future marketing plans.
Brand Marketing

- Assist in efforts to strengthen the iSqFt brand identity, awareness, and consistency. Be the “brand champion.”
- Update brand identity standards and ensure consistent execution across the organization.
- Implement brand-building tactics, and recommend new ideas to increase iSqFt brand awareness in the category.

Essential Knowledge, Skills & Abilities:

- Successful track record in creating and executing marketing plans that drive sales, using various offline and online tactics. Knowledge of procedures and marketing mix elements that drive increase in volume and brand equity. Experience leveraging online and offline media to optimize business results. Expertise in translating the success of marketing efforts into quantifiable ROI measures.
- Proven experience in developing, creating and analyzing online marketing campaigns, including email and SEM.
- Demonstrated ability to think strategically as well as tactically; ability to “think outside of the box.” Knowledge of and ability to apply marketing strategies to marketing tactics is critical.
- Experience in creating marketing materials from print to web; including writing, designing, and creating content by understanding the market and business climate, along with strong understanding/experience from the customer side.
- Excellent presentation skills with ability to present both qualitative and quantitative information in a clear, concise and persuasive manner to all levels of the organization. Excellent written and verbal communication skills; including facilitation, business writing, listening.
- Excellent organization and project management skills; strong attention to detail and quality output. Solid business planning skills, with ability to adapt to changes in priorities and procedures in a fast-paced, dynamic environment. Strong sense of urgency, with ability to prioritize and manage multiple tasks simultaneously.
- Demonstrated ability to analyze data, make sound observations, and implement solutions. Strong analytical skills and decisive decision-making skills; interested in “figuring out” solutions to problems or methodology for improved deliverables.
- Experience managing outside agencies and vendors.

Experience and Educational Requirements:

- Bachelor's Degree required
- 5+ years of experience in Marketing or Brand management; B2B marketing a plus
- 2-3 years of online marketing experience (email, SEM); Google AdWords Qualification a plus
- Experience in other media formats and direct marketing a plus
- Experience with the MS Office Suite, especially strong Excel skills required

Reporting to this position:

- None

To apply for this position please visit

https://home.eease.adp.com/recruit/?id=1544931